



PORTRAYAL OF WOMEN IN INDIAN TV ADVERTISEMENTS

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ABSTRACT

India is a Development Country. There are many changes comes in the last few decades like economic, regulatory, political and cultural. Due to changes in social system our lifestyle and mind set is changing. One of the major changes is the changing social status of women. The increasing female literacy rate has resulted in increased participation of women in workforce. This article examines changes in the portrayal of women in advertising with a particular focus on television advertising. India is a country of development. There have been many changes over the past few decades, including economics, regulations, politics, and culture. Along with changes in social systems, our way of life and worldview are changing. One of the main changes is the change in women's social status. Increasing women's literacy rates have increased women's participation in the labor market. This article examines changes in the portrayal of women in advertising with a particular focus on television advertising.

KEYWORDS: Women, Indian TV Advertisements, Role.

INTRODUCTION:

Women's roles in various fields around the world, including advertising, science and politics, have changed over the years. Today, 30% of employees in the software industry are women. They have also established themselves as experts in various areas of life. Today, women no longer gather behind kitchen walls. Their urge to step out the door has taught society to think differently. The depiction of women in advertising has aroused interest both in academia (Das, 2000; Siu and Au, 1997) and practitioners alike. Sociocultural changes have occurred in society in recent decades, as evidenced by the growing number of women seeking work, changes in family role structures, and women's unfavorable attitudes toward traditional gender role stereotypes.

TV commercials are part of society and affect our daily lives, both consciously and unconsciously. Therefore, the content and message of television advertising plays a very important role in shaping society and beyond. Today, women no longer gather behind kitchen walls. Their urge to step out the door has taught society to think differently.

There has been a significant change in the way women are portrayed in Indian television commercials in recent years. Advertising in India has portrayed women as girls, expectant mothers, housewives, businessmen, and women who add to the appeal of advertising in a variety of contexts and in countless ways. The way women are portrayed in advertising has changed over time, reflecting the changes taking place in society.

Most studies show that women in advertising are presented as a stereotyped role worldwide. There have been many studies of depictions of women in advertising, but most of them were done in a Western context. Das (2000) found that the representation of women in Indian and other Asian advertising differs from Western advertising because of cultural values, beliefs and norms, and religion. Society is influenced in many ways, including cultural values, lifestyles, and people's behavior. The media also plays an important role in maintaining values in society. It is seen as an important tool for influencing and communicating social values.

Objectification to Empowerment:

Women's roles are beginning to change through education, self-esteem, and economic independence. Once upon a time, a woman had to wait for men's money to buy her things, but with time, everything changed. Male-dominated consumption lines are shifting towards women. Women, like men, are independent of economic stability.

The true empowerment lies in the individual empowerment of women. The need of women changes according to their geographical arena of rural or urban or city. Empowerment lies in the gender equality in social, economic, political and health status. There must be equal sharing in the responsibilities of home by marital duties like nurturing of the children to the social accountability. Education is one of the most important tool which enhances the knowledge and skills, self-respect and confidence which achieve the empowerment state. The eradication of gender equality is to make her independent decision makers for the welfare of herself, family and society.

LITERATURE REVIEW:

The role of women in media advertising has been discussed by many authors from various angles. Due to globalization, growing market economy and the rapid development in education and employment there is a shift in the role and status of a woman in the society from totally dependent on a man, confined to the domestic sphere to an independent career woman of the 21st century, who is now equally contributing for the development of her family and the society. But advertisers failed to catch this development that evolved in the role of women over the years. Women still are dominantly restricted to the age old gender constructions and traditional roles of housewives, dependent on men, happily doing the household works, incompetent, as sex and decorative object i.e. the instrument to grab the attention.

There are certain characteristics that can be seen in most advertisements that have woman in them. Women are usually the center of attention. She is considered a sexual object. She usually wears revealing clothes. The camera usually takes the form of a male eye looking at a woman from head to toe. Women are childish and needy, and are seen as objects of men's desires or maternal light. She takes care of the children, cooks in the kitchen and waits for a man. She is often described as capricious, not smart, irrational, or demanding. Her voice is generally low and seductive. When she gets what she wants, a stereotype usually like a flower or a ring, she is willing to offer it as a reward to a man who has commercial sex. If you look closely, it's generally over-drawn.

Research Concerning Stereotyping of Women In Television Commercials:

One of the first studies that talked about the image of women in television commercials was by BARDWICK and Schumann (1967). BARDWICK and Schumann (1967) analysed male and female role portrayals in television commercials and concluded that women are portrayed primarily as homebound or as housewives. Courtney and Whipple (1974) studied the portrayal of women in television commercials and found significant differences between men and women. Women were overrepresented in advertisements for cosmetics and were less likely to appear in advertisements for cars, trucks and related products. Seventyfive percent of all advertisements using women were for products found in the kitchen or bathroom, reinforcing the stereotype that a woman's place is in the home. Compared to men, women were portrayed primarily in home settings and not in business settings. Women did not make important decisions and, finally, women were viewed as dependent on men and primarily sexual objects. Courtney and Whipple (1974) defined a sexual object as "a woman who does not play a role in advertising but appears as a decoration". Additionally, 87% of voice actors are male and only 6% of voice actors are female (Courtney & Whipple, 1974). More recent studies have confirmed this (CULLEY & Bennett, 1976; Dominick & Rauch, 1972; Lundstrom & Scordamaglia, 1977; McArthur & RESKO, 1975; OIDONNELL & OIDONNELL, 1978; Schneider & Schneider, 1979).

One study looked at prime-time television advertising samples to determine how gender portrayals differed in advertising of drugs and other commodities (GRAIG, 1992). Craig (1992) found that women were more likely than men to appear as characters in drug advertisements than in advertisements for other products. Women were also portrayed as professionals in home health care, often as mothers caring for sick children or sick husbands.

According to GRAIG (1992): This supports the hypothesis that drug advertisers hold stereotypes of female home carers (p. 309). The results of GRAIG study (1992) indicate that advertisers of over the counter (OTC) medications exploit the stereotype of women as nurturers and caregivers in their primetime network television commercials. Women have been found to be primary or central characters in these ads and they have been portrayed as experts on OTC medicines by either acting as demonstrators of the product to others or as parents administering medications to children. According to GRAIG (1992), many OTC medicine ads in the sample show a husband or a child turning to a wife/mother for advice and help during a time of illness and invariably the wife/mother selects the Advertisers product as appropriate solution for their symptoms (p. 309). The portrayal of men in medicine advertisements was either absent or unrealistic and men were shown as relying on the wife/mother to make the simplest decisions on home medical care (GRAIG, 1992).

Role of women in Indian Advertising:

Women have been depicted in numerous contexts and in innumerable ways in Indian advertising – as a girl child, a prospective mother, a homemaker, a career woman and as one who just enhances the appeal of the advertisement. However, majority of modern Indian advertisements present a more realistic and balanced picture of woman. There has been a general shift whereby advertisements have moved from showcasing women merely as traditionbound homemakers to those playing modern roles. The modern day Indian working woman, who plays multifaceted roles and emerges as one who is, not only in full control of herself, but also has the power to influence others around her. The plethora of changes in India on the cultural, social and educational fronts has brought about a transformation in society, which, in turn, is also finding its influence on the advertisements of the day.

As women now make up majority of the workforce, role descriptions are expected to be much broader. Although job-oriented roles are beginning to become common, most advertisements still portray women as faithful housewives in secondary positions or taking care of the house, husband and children. Athletes such as Saina Mirza and Saina Neval, like other male sports figures, are often seen and accepted as having reference powers in various product advertisements.

RESEARCH METHOD:

Research Problem:

Advertisement plays a vital role in our daily life but now a day advertisement under various pressures have become the commercial channels only and failed to reflect the social problems or aspirations of the entire population, especially the problems faced by women. So, the portrayal of women in Indian media like visual advertisements or newspaper is becoming an area of great concern to the people having interest in social research and studies.

OBJECTIVE:

1. To understand the knowledge about the role of women in advertisement.
2. To study the portrayal of Women in today's Era of TV advertisement.
3. To examine the impact of Advertisement in constructing the image of women.
4. To Analyses the effect of cultural values by advertisement in women.

Research Method:

In this study, Survey has been selected as the research method. In this method survey method is the best method to find out the goals of this research. The sample size of the respondents is 53 in the urban areas of Ludhiana. Research work carried over is only in the urban areas of south Ludhiana and not in rural areas.

Sampling Method:

Convenience or accidental sampling will be used in this research which is a non-probability technique. Accidental sampling can be used to approximate a random sample. This helps in conducting the research with only the people who are available, who are easily recruitable or volunteers. The sample size of the respondents is 53 in the urban areas of Ludhiana.

Scope:

The study is concerned with perception of Role of women in present day advertisement and how Indian advertisement effect in constructing the images of women in Ludhiana town. Research work carried over is only in the urban areas of south Ludhiana and not in rural areas.

LIMITATIONS:

1. The study is limited to the role of women in Indian advertisement.
2. The study will be only in Ludhiana town not about other area.
3. The survey sample is limited only to 53 respondents.
4. Research work carried over is only in the urban areas of south Ludhiana and not in rural areas.

Analysis: For the data analysis will be using descriptive method.

DATA ANALYSIS:

Table 1: Distribution of respondents based on Gender

Gender	Responses	Percentage
Male	13	24.5
Female	40	75.5
Total	53	100%

Interpretation:

In a sample of 53 responses, 40 respondents were Female which was 75.5% and remaining 13 were Male and it is found that there were no respondents from the third category.

Table 2: Distribution of respondents about how many respondents know about tv advertisement?

Particulars	Responses	Percentage
Yes	53	100
No	0	0
Total	53	100%

Interpretation:

From the above table, it is inferred that out of 53 respondents most of the People are already aware about the tv advertisement. TV advertisement play a vital role in our daily life. Now a days TV Advertisements are helping to create awareness about women in society. In my research study 100 % people were aware about TV Advertisement.

Table 3: Distribution of respondents based on the category of which women are influencing much today due to the TV advertisement?

Particulars	Responses	Percentage
Housewife	8	15.1
Working Women	13	24.5
Both	30	56.6
None	2	3.8
Total	53	100%

Interpretation:

In the above table out of 53 respondent most of the people believe that Housewife and working women are much Influencing today due to TV advertisement. Only some people are there who don't believe that women are Influencing by tv advertisement.

Table 4: Distribution of respondents based on category of most common Product of Advertisement that is impactful on a common woman today.

Particulars	Responses	Percentage
Cosmetic Products	38	71.7
Sanitary Products	11	20.8
Kitchen Products	1	1.9
Other	3	5.7
Total	53	100%

Interpretation:

In the above table out of 53 respondents it shows that People are aware about certain advertisements for the certain categories. Cosmetic products one of the most common products now a days that people know. Only few people are there who are aware about other advertisements.

Table 5: Distribution of respondents based on the Women Influenced by different aspects such as lifestyle, Image, Reputation etc.

Particulars	Responses	Percentage
Yes	39	73.6
No	0	0
No Idea	14	26.4
Total	53	100%

Interpretation:

From the above table, it is inferred that most of the people agree that tv advertisement play a vital role in women life. Now a days women life are changing day by day such as lifestyle, Image, Reputation etc.

Table 6: In the last few decades of twentieth century what is the status of women today according to the past few decades?

Particulars	Responses	Percentage
Good	31	58.5
Bad	6	11.3
No Idea	16	30.2
Total	53	100%

Interpretation:

No doubt advertisement has changed the women life and society. Now a days people are much educated and intelligent and they are supporting their children in every walk of life. The status of women has been already changed from the last few decades.

Table 7: Do you ever feel that Ads rarely show women as Independent decision makers; contributing positively towards the society?

Particulars	Responses	Percentage
Yes	42	79.2
No	11	20.8
Total	53	100%

Interpretation:

TV Advertisement has changed the women life. Now a days women are Independent decision maker and Most of the family are motivating their children or wife in every step of life. In the above table out of 53 respondent 42 said Yes they feel that Ads rarely show women as Independent decision makers; contributing positively towards the society and 11 said No.

Table 8: Do you feel the Advertisements like Sanitary Products will help in eradicating Awareness about women Health problems in the rural areas?

Particulars	Responses	Percentage
Yes	46	86.8
No	7	13.2
Total	53	100%

Source: Secondary Data

Interpretation:

In the above table It is found that TV advertisement has make a great Impact on our Society. Now a days Only because of the TV Advertisement most of the people are aware about women health Problems. Out of 53 respondent 46 said yes they feel that Advertisements like Sanitary Products will help in eradicating Awareness about women Health problems in the rural areas and 7 said no.

CONCLUSION:

The results indicate that the role of woman in television advertising has changed over the decades. Now a days women are playing a vital role in our daily life. They are working Professionally and Housewife both in every walk of their life. The findings of the study states that the portrayal of women has changed, but only slightly. This study has attempted to cover as many advertisements as possible to study the changing portrayal of woman in television advertising in India. However, not all advertisements have been covered, so future researchers may cover more advertisements. In addition, it is possible to study the changing image of men, and comparative analysis will make the study clearer. It helps multinational organizations so they can benchmark ads from other countries.

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